What is claimed is:

1. An applicator for treating mouth pain, comprising:

a generally cylindrical container having a fluid reservoir therein,

a dispensing orifice at one end of the container in fluid communication with the reservoir,

a plurality of soft bristles protruding outwardly from the orifice acting as a partial closure for the orifice and which act as an applicator for fluid in the reservoir,

means for forcing fluid from the reservoir to the bristles, and

a composition contained in the reservoir for treating mouth pain.

2. The applicator of claim 1, wherein the composition comprises, by weight:

benzocaine	5-20%
polyethylene glycol	5-60%
glycerin	0.5-10%.

3. The applicator of claim 2, wherein the composition further comprises, by weight:

flavoring	0.1-5%
silica	0.001-3%
sucralose sweetener	0.1-3%
preservative	0.1-3%.

4. The applicator of claim 1, wherein the composition comprises, in % by weight:

benzocaine	20.000
polyethylene glycol-8	49.699
polyethylene glycol-75	25.300
glycerin	1.900

sucralose (1,6-dichloro-1,6-deoxy-β-D-fructofuranosyl-4-chloro-4-deoxy-α-D-galactopyranoside)	0.900
propylparaben	0.300
methylparaben	0.300
ethylparaben	0.200
butylparaben	0.200
cherry flavor	1.000
mint flavor	0.200
silica	0.001

5. The applicator of claim 1, wherein the means for forcing fluid from the reservoir comprises a piston disposed at an end of the container opposite to the orifice, a piston rod connected to the piston and directed away from the reservoir, and a cylinder at an end of the container opposite to the bristles, which is rotatable to cause movement of the piston rod and piston towards the reservoir to force fluid therefrom.

6. The application of claim 1, wherein the viscosity of the composition is sufficient to prevent dripping of the composition from the dispensing orifice after use and to prevent caking of the composition between the bristles.

7. A method of applying to a human mouth a sugar free fluid composition for treating pain in the mouth

using a generally cylindrical container having a fluid composition reservoir therein;

a dispensing orifice at one end of the container in fluid communication with the reservoir

a plurality of soft bristles protruding outwardly from the orifice acting as a partial closure for the orifice and which acts as an application for fluid composition in the reservoir, with means for forcing the fluid composition from the reservoir to the bristles comprising the steps of

rotating a cylinder at an end of the container opposite the bristles to activate the means for forcing the fluid composition from the reservoir through the bristles into the mouth.

8. The method of claim 1 wherein the means for forcing fluid from the reservoir comprises a piston disposed at an end of the container opposite to the orifice, a piston rod connected to the piston and directed away from the reservoir, and a rotatable cylinder at the end of the container opposite to the bristles wherein rotating the cylinder causes movement of the piston rod and piston towards the reservoir to force the fluid composition from the reservoir through the bristles into the mouth.

9. The method of claim 7 wherein the fluid composition comprises by weight:

benzocaine	5-20%
polyethylene glycol	5-60%
glycerin	0.5-10%.